

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #332400
Mr. F. Kowalski
KEYCO DISTRIBUTING

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Frank:

Attached are **July** orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with *July Salem Tear Tape* product. These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **\$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	0.5020
SKU WT (w/o Product):	1.1350 lbs
Retail Sales Offers per SKU:	40 units
Billing per SKU:	4 Cartons

PARTNERS 'BONUS' REPORTING DESCRIPTION

S A L _ 9 8 _ . 3 0 / _ 1 P K _

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: J. McLean
Enc. Retailer Letter
Retail Customer List

307RSAL.DOC

51845 9450

KEYCO DISTRIBUTING

JULY DELIVERY **SALEM TEAR TAPE**

*****UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT
DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED*****

11 SKUs of Displays (Item #541964)

<u>UPC Code</u>	<u>SALEM BRAND STYLE</u>	<u>#/ (6M) Cases @ .30¢ Off</u>
12300-24194	Full Flavor	1
12300-24195	Full Flavor 100	0
12300-24196	Light	1
12300-24197	Light 100	1

PRODUCT / DISPLAYS ARRIVAL: JUNE 29, 1998

SHIP DATE TO RETAIL: WEEK OF: JULY 13, 1998

EFT \$ AMOUNT: \$978.72

PACKING / SHIPPING PAYMENT \$21.00
(3 (6M) promoted case(s) @ \$7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.

**RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS
(INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER'
IN EACH DISPLAY SHIPPED TO RETAIL)**

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULY DELIVERY

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BPEN5BB2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 22
DATE: 98-04-29
TIME: 03:30 PMWHOLESALER 332400 KEYCO DISTRIBUTORS, INC. <DIRECT>
TEMPLATE 800438 80700 SAL 98 130/1 NO
SALES LEVEL 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162208	162224	182302	HESS MARKET	ROUTE 487	ORANGEVILLE	PA	17859	5	2	4	1	12		29160
162208	162220	185099	COOKS STORE	22 LEHMAN CENTER	LEHMAN	PA	18627	3	2	5	2	12		
162208	162220	185171	MALTBY DRUG	668 MAIN ST	SWOYERSVILL	PA	18704	1	1	1	1	4		
162208	162222	185382	MIDWAY BEVERAGE	MIDWAY S C	WYOMING	PA	18644	3	2	2	2	9		
162208	162220	247618	BONANZA BEVERAGE	MEMORIAL HIGHWAY	DALLAS	PA	18612	3	1	2	2	8		
162208	162224	775729	FINNS NEWS AGENCY	9E MAIN ST	BLOOMSBURG	PA	17815	1				1		
162208	162222	777376	COOLBAUGHS	RR 1 BOX 203	PITTSTON	PA	18643	3	2	7	1	13		20055
162208	162220	875309	S&J GROCERY & DELI	48 ASHLEY ST	ASHLEY	PA	18706	4	1	6	2	13		
173804	173845	775531	FUN SHOP	103 W INDEPENDENC	SHAMOKIN	PA	17872	4		2	2	8		332400
173806	173820	499689	Q STOP, INC.	R.D. #1	HAZLETON	PA	18201	2		2	1	5		
173806	173824	711846	FRACKVILLE NEWS	31 S LEHIGH ST	FRACKVILLE	PA	17931	4	1	3	4	12		25510

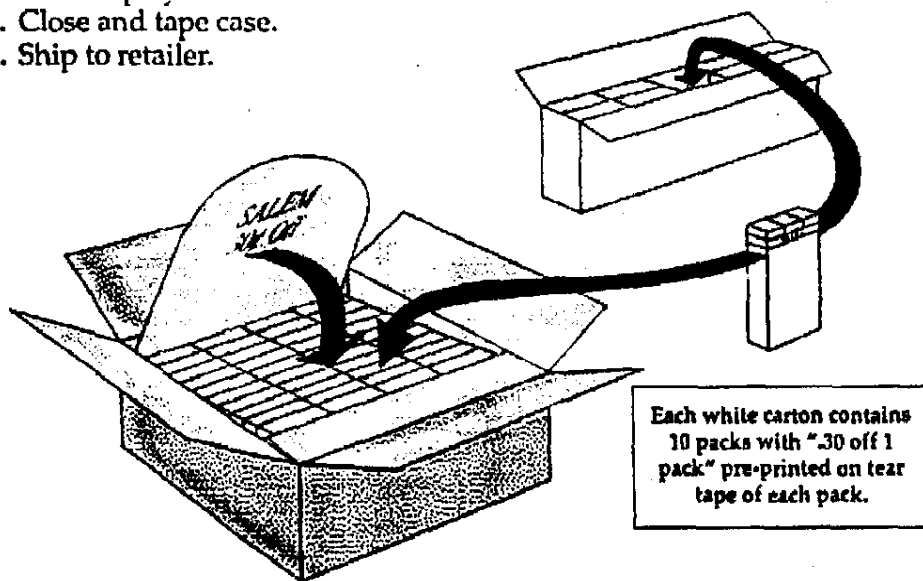
PAGE BREAK TOTAL ACCOUNTS 11 TOTAL QUANTITY 33 12 34 18 97

TEMPLATE TOTAL ACCOUNTS 11 TOTAL QUANTITY 33 12 34 18 97

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WHOLESALE PACKING INSTRUCTIONS**SALEM TEAR TAPE 3RD QTR.'98****July SALEM 30¢ OFF 1 Pack Tear Tape****STEPS**

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Items # 541964

MSA Promotion Reporting Description: SAL 98 30 / 1 PK

Brand Style						
Number of Cartons						

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Salem '98

30¢ Off Pack Promotion

**NOW
OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated



item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

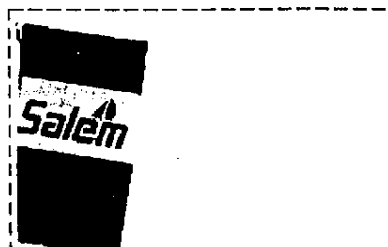
SALEM SNIPED PACK REPLICA POS



item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

\$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND \$3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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